

NEWSLETTER

Engineering the Foundation of MAW JCB Site



TABLE OF CONTENT

01 COMPANY INTRODUCTION

02 OUR PASSION & COMMITMENT

03 PROJECT CASE STUDY: MAW JCB

04 THE CHALLENGE: LEGACY SITE ANALYSIS

05 THE SCIENCE: HERRINGBONE VS BASKETWEAVE

06 PRODUCT SPOTLIGHT: ASIAN RECTANGULAR

07 WHY CHOOSE ASIAN CONCRETO?

08 INTEGRATED SAFETY & DESIGN

09 CONTACT INFORMATION

COMPANY INTRODUCTION

Asian Concreto is Nepal's first manufacturer of NEPAL STANDARD (NS) certified pavers and kerbstones and the country's leading name in concrete landscaping solutions. Based in Nawalparasi, the company produces a wide range of high-quality pavers, tiles, bricks, hollow blocks and kerbstones in a variety of colors and designs to suit every need.



Equipped with a cutting-edge German production plant, Asian Concreto ensures automated manufacturing and strict quality control, delivering durable and dimensionally precise products. By combining advanced technology with a commitment to excellence, the company provides stylish, long-lasting paving solutions.



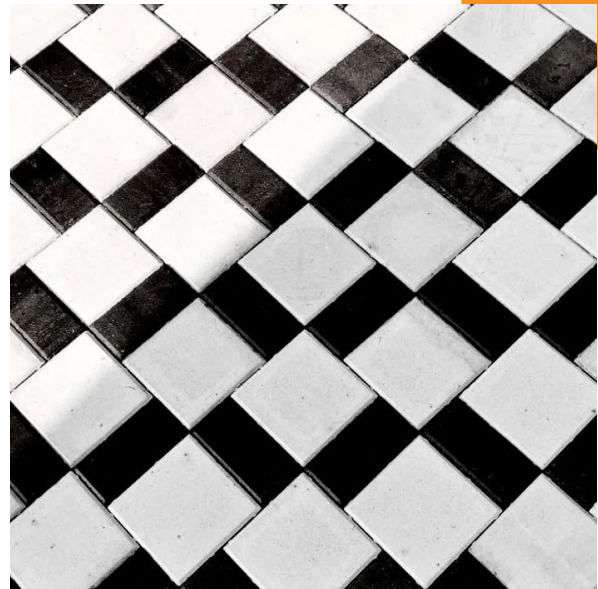
OUR PASSION & COMMITMENT

Asian Concrete has been a trailblazer in the paving industry, driven by our tagline, "Beautify your way." We are dedicated to enhancing the city's aesthetic appeal while prioritizing the structural needs of our clients.

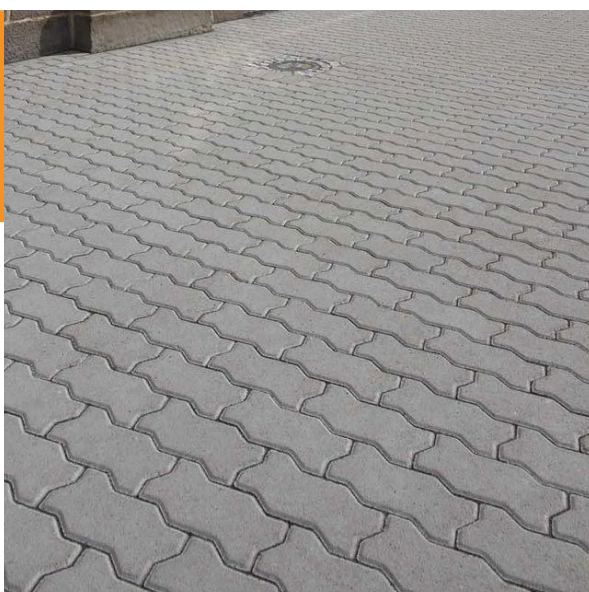
Reflecting the cultural and industrial essence of Nepal, Asian Pavers create timeless spaces that will endure for generations. From pedestrian footpaths in Kathmandu to heavy-duty industrial yards, we are committed to excellence in every block we produce.



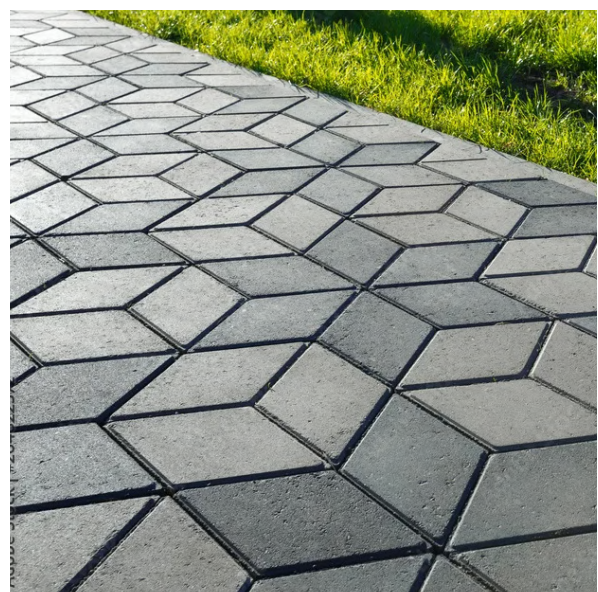
Asian Interlock



Asian Square



Asian Zigzag Pavers



Asian Romba

PROJECT CASE STUDY: MAW JCB

PRECISE ENGINEERING FOR HEAVY LOADS

The recent installation at the MAW JCB dealership serves as a landmark project for Asian Concreto. When dealing with world-leading earthmoving equipment, the ground must be more than just "pretty"—it must be an engineered platform.

By utilizing our Asian Rectangular Pavers, we transformed a high-traffic industrial zone into a showcase of durability. The project highlights the synergy between high-quality material and expert technical consultation.



THE CHALLENGE: LEGACY SITE ANALYSIS

THE "SPREAD AND SNAP" EFFECT

Before the Asian Concrete intervention, the site featured legacy hexagonal tiles. Over time, heavy machinery movements caused these tiles to fail.

The Failure Points:

- **Rotational Stress:**
When heavy tires turn in place, they tear at the joints of non-interlocking tiles.
- **Lateral Creep:**
The lack of a directional "locking" pattern caused the tiles to spread apart, creating dangerous gaps.
- **Point Loading:**
Weight was not distributed, causing individual tiles to snap under the pressure.



THE SCIENCE: HERRINGBONE VS BASKETWEAVE

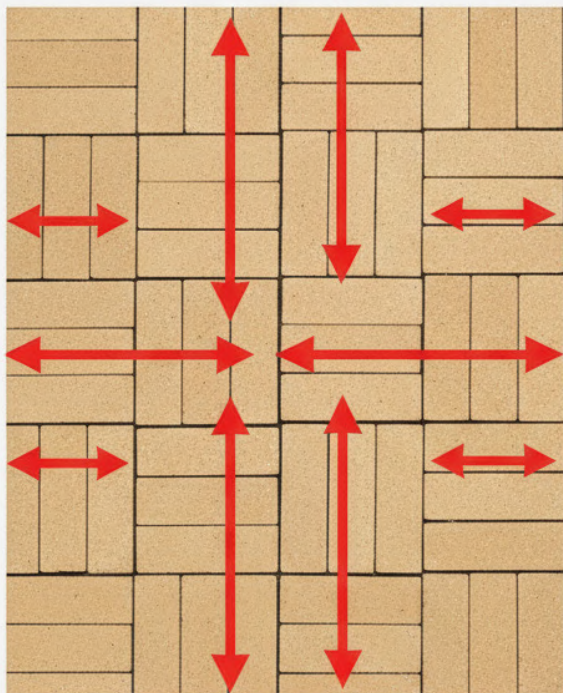
THE BATTLE OF THE PATTERNS

A critical debate occurred during site planning. While the site engineer initially suggested a Basketweave pattern, Asian Concrete engineers insisted on the 90-degree Herringbone pattern.

The Engineering Difference:

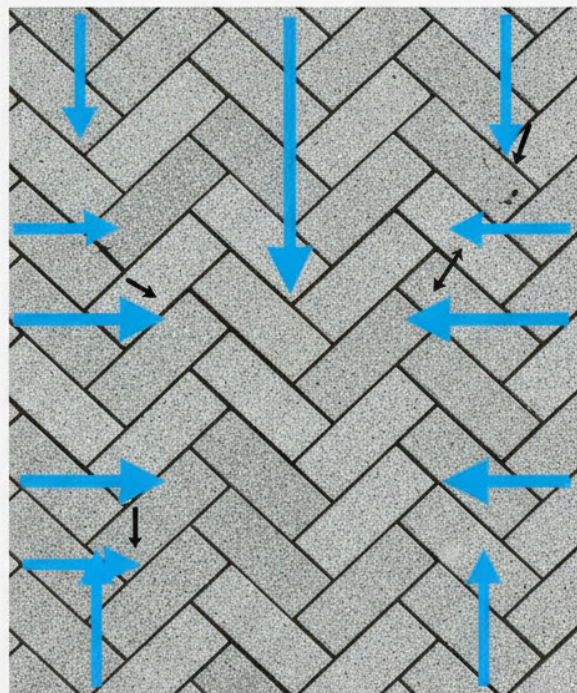
- **Basketweave (Rejected):**
Creates continuous straight joints. Under heavy loads, these act as "fault lines," allowing tiles to slide and shift.
- **Herringbone 90° (Approved):**
By placing pavers at alternating angles, we create a Total Mechanical Interlock. This "locks" every paver in four directions, preventing any movement even under extreme torque.

BASKETWEAVE



Arrows go straight through joints

HERRINGBONE



Arrows blocked by next tile
(Interlock)

PRODUCT SPOTLIGHT: ASIAN RECTANGULAR

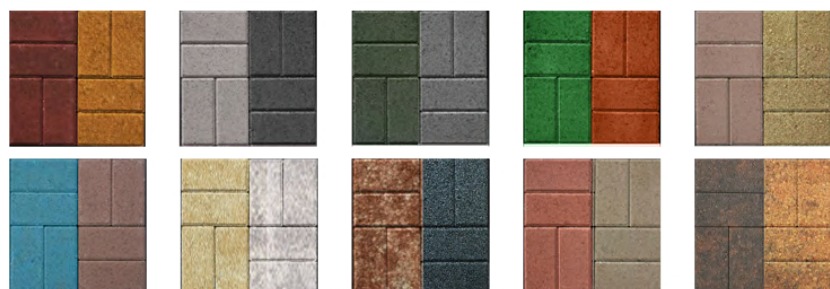
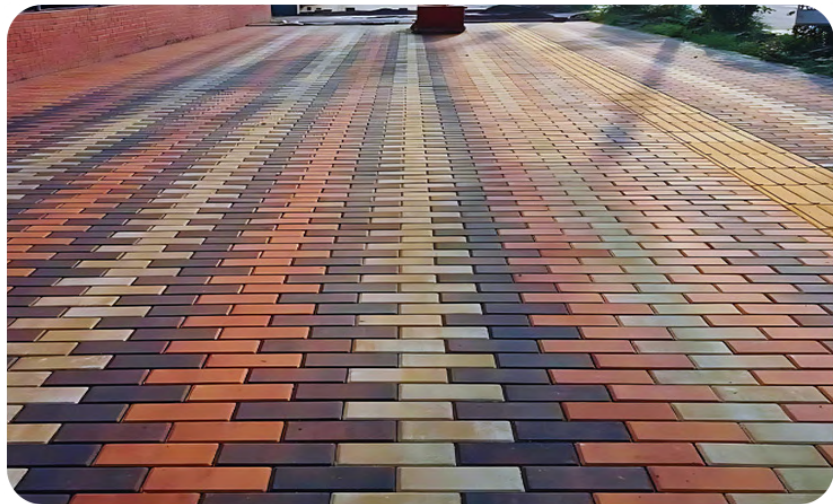
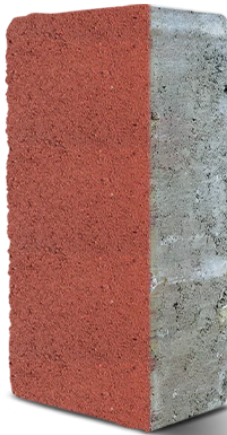
ASIAN RECTANGULAR: THE WORKHORSE

The Asian Rectangular paver is the ultimate solution for industrial & commercial environments.

- **Uniform Texture:**
Provides a sleek, modern look.
- **High Density:**
Manufactured under high pressure to ensure zero air pockets & maximum strength.
- **Precision Edges:**
Ensures tight joints, reducing the amount of sand wash-out.
- **Color Stability:**
Integrated pigments that resist UV fading.

Asian Rectangular Pavers

Asian Concrete offers versatile color options.



WHY CHOOSE ASIAN CONCRETO?

- **Unmatched Durability:**
Engineered to withstand the test of time and Nepal's diverse weather conditions.
- **Safety First:**
Superior slip resistance and integrated delineation for parking and pedestrian zones.
- **Effortless Maintenance:**
Designed for easy cleaning and minimal upkeep, saving long-term operational costs.
- **Aesthetic Versatility:**
Diverse collections to match your brand's unique vision and identity.



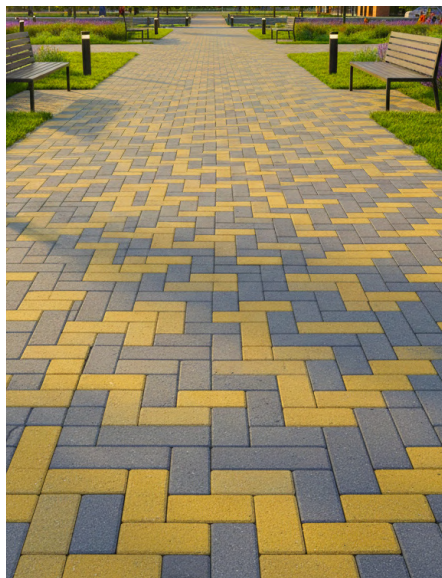
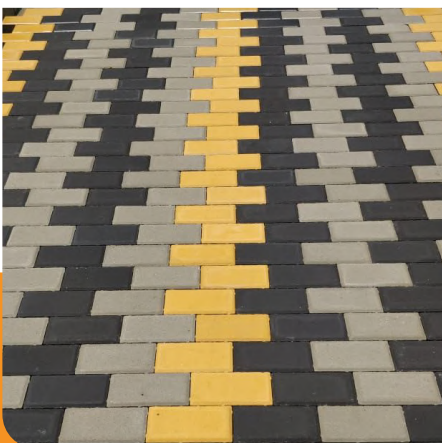
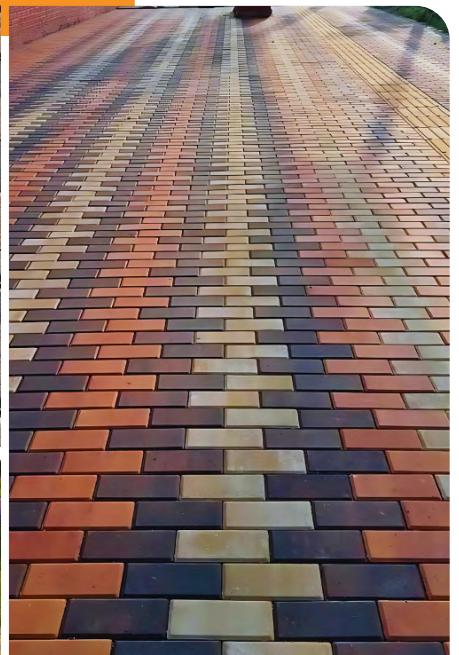
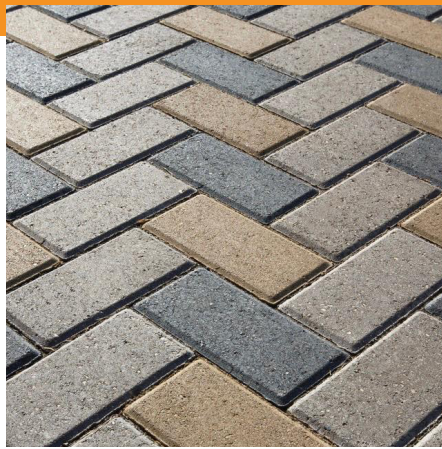
INTEGRATED SAFETY & DESIGN

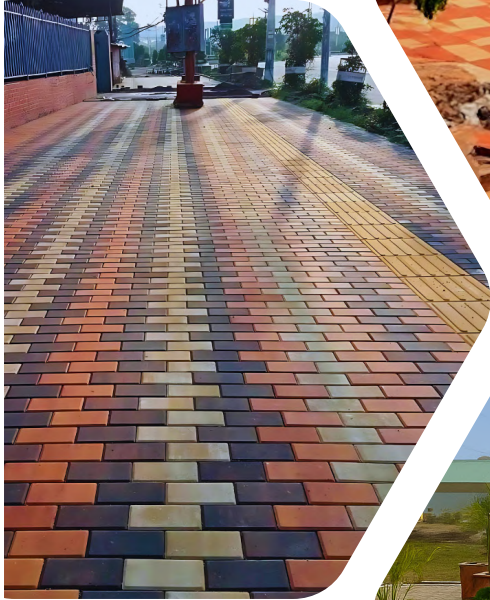
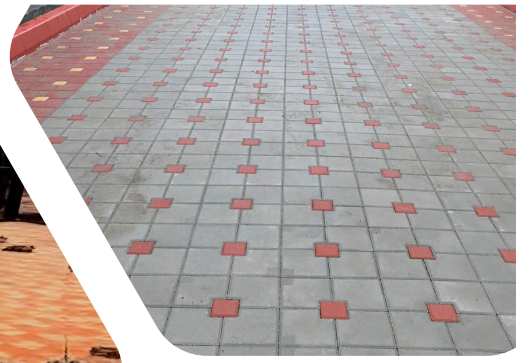
PERMANENT DELINEATION

One of the standout features of the MAW JCB site is the use of Asian Yellow Pavers to mark parking bays.

Why we use colored tiles instead of paint:

- **No Peeling:**
Paint on concrete chips away under heavy tire friction. Colored pavers are pigmented throughout the block.
- **High Contrast:**
The grey and yellow combination provides permanent visibility for safety and organization.
- **Structural Unity:**
The lines are part of the herringbone interlock, not an afterthought.





CC ASIAN
CONCRETO
 BEAUTIFY YOUR WAY

Sales Office

1st Floor, ShriPri Home,
 Kalikasthan-29,
 Kathmandu, Nepal
 Mobile: +977-9802711199
 Email: info@asianconcreto.com

Factory

Hakui, Ramgram-16,
 Nawalparasi, Nepal
 Mobile: +977-9802711199
 Email: info@asianconcreto.com

Sales Inquiry

Phone (Nepal): +977-9802711199
 Phone (India): +91-9335802209
 Email: info@asianconcreto.com
 Website: www.asianconcreto.com
 Follow us on : 